

## Request for Reconsideration after Final Action

The table below presents the data as entered.

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SERIAL NUMBER	85748352
LAW OFFICE ASSIGNED	LAW OFFICE 116
MARK SECTION (no change)	
ARGUMENT(S)	
<p>The Trademark Examining Attorney issued a Final Office Action in relation to the captioned mark dated April 8, 2013. In that Action, the Trademark Examining Attorney continued her refusal of registration of the applied-for mark IMPRESS based upon an alleged likelihood of confusion between Applicant's mark and the mark IMPRESSA that is the subject of prior U.S. Registration No. 2695561 used in connection with "electric coffee machines, espresso coffee machines and automatic espresso coffee machines." Applicant respectfully disagrees with the Final Refusal, and Requests Reconsideration of the same, noting it is simultaneously filing a Notice of Appeal. Applicant's Mark Creates A Different Commercial Impression Than The Cited Mark And The Discretionary Doctrine Of Foreign Equivalents Should Not Have Been Applied In This Case The Trademark Examining Attorney maintained her contention that the applied-for mark IMPRESS is very similar in appearance, sound and meaning to the registered mark IMPRESSA because the words are nearly identical except that applicant has removed the letter "A" from the end of registrant's mark. In the Examining Attorney's opinion, this difference is slight, and only alters the ending syllable of the applied-for mark. Furthermore, the Trademark Examining Attorney has attached evidence from Babylon Online, which in her opinion shows that "IMPRESSA" translates from Italian to mean "impress" in English, and, that under the doctrine of foreign equivalents, a mark in a foreign language and a mark that is its English equivalent may be held to be confusingly similar. Notwithstanding, Applicant reiterates that the respective marks not only have different appearance, meaning and commercial impression, but also sound differently. Moreover, likelihood of confusion may be significantly reduced by the "alteration, addition or elimination of only two single letters from the mark." McGergor-Doninger, Inc., v. Drizzle Inc., 599 F.2d 1126, 1133-4, 202 USPQ 81, 89 (2d Cir. 1979) In this case, the elimination of only one letter has significantly reduced the likelihood of confusion. In addition, the Trademark Examining Attorney should reconsider her Final Refusal, as it is improperly based on a finding that IMPRESS and IMPRESSA are confusingly similar pursuant to Trademark Act Section 2(d), 15 U.S.C. § 1052(d) and the incorrect presumption that "impress" and "impressa" are foreign equivalents. In fact, the discretionary doctrine of foreign equivalents should not have been applied in this case as it is unlikely that an appreciable number of ordinary American purchasers would "stop and translate" the foreign word "impressa" into "impress." Palm Bay Imports, Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772, 73 U.S.P.Q.2d 1689 (Fed. Cir. 2005) (emphasis supplied); see also Trademark Manual of Examining Procedure ("TMEP") §1207.01(b) (vi). There are simply no facts or law to support the Trademarks Examining Attorney's incorrect presumption that "impress" is the sole or primary translation of "impressa" and consumers</p>	

would be likely to translate the foreign word into its English equivalent. Moreover, according to the same Babylon Online translator, "impressa" translates rather as "graven, carved, engraved." Please see Exhibit A. Further, less than one-half of one percent of the population of the United States speaks Italian in the home, making it even less likely that ordinary consumers would choose the Italian translation "impress." See Exhibit B at p. 2. There Is A Distinction Between The Respective Goods And The Channels Of Trade At Issue The cited mark is registered for use in connection with "electric coffee machines, espresso coffee machines and automatic espresso coffee machines." A review of the specimen of use that the Registrant submitted in support of the Section 8 Declaration of Use when filing its Application for Renewal shows that the actual use of the IMPRESSA mark is, allegedly, always in combination with additional wording, i.e., IMPRESSA S line, IMPRESSA Z line, IMPRESSA Z7 One Touch, IMPRESSA J line, IMPRESSA J9 One Touch TFT, IMPRESSA F line, IMPRESSA F7. See the Registrant's specimen of use attached as Exhibit C. In fact, Registrant's coffee machines are so highly specialized that the Registrant chose to distinguish between its different products by adding extra wording. Actually, Applicant wonders if the Trademark Examining Attorney made the prior registration citation simply because both goods contained the term "coffee machines." On the other hand, a review of Applicant's website reveals that Applicant's products are rather simple mechanic coffee brewers with "no hassle of electric mechanisms or fussy plungers." See printout from Applicant's website [www.shop.gamilacompany.com](http://www.shop.gamilacompany.com), attached as Exhibit D hereto. Also, Applicant's product covered by the mark IMPRESS is a one-cup-at-a-time handcrafted brewing process, sold exclusively through Designbox that is a platform for creative professionals, as well as a shop and gallery, located in the Raleigh Warehouse District. See Exhibits E and F. Same evidence shows also that the IMPRESS Coffee Brewer is recognized by the purchasers "in its own right," eliminating any legitimate fear of a likelihood of confusion between the respective marks that the Trademark Examining Attorney might have. No individual shopper for a non-electric coffee brewer would be seeking out the Registrant's "high-tech" sophisticated electric and automatic coffee machines. Thus, not only are the products provided by the Registrant and Applicant readily distinguishable, the end users are also vastly different - different enough that the knowledge of who the end users of the respective products are is evidence enough of the differing trade channels and level of sophistication involved in the product purchases. There is no reason for a purchaser shopping for a mechanic coffee brewer to even look at the Registrant's sophisticated coffee machines. To that end, and based on the distinction between the sheer nature of the products themselves, not even one consumer would ever purchase products from both the Registrant and Applicant at the same time. In sum, it is clear from a comparison of the Registrant's and Applicants divergent goods and trade channels that the two marks at issue can be distinguished above and beyond the very distinct differences in the products' purposes and channels of trade. A further review of the evidence fully discloses how the two companies and their businesses are vastly dissimilar from one another. Conclusion One primary premise of trademark law is an immediate comparison between the goods provided by the brand owners. Here, a comparison of the respective products reveals that the brand owners offer remarkably distinguishable products that serve different functions and which are marketed to different consumers and travels through different channels of trade. Since such product distinctions, channels of trade, and purchasing characteristics eliminate any likelihood of confusion, these factors must be taken into strong consideration when making a comparison of the marks. This is especially the case when other identical marks have already been deemed capable of co-existence. For these reasons, Applicant respectfully requests the withdrawal of the likelihood of confusion citation herein. And taking into consideration that Registrant's mark IMPRESSA is distinguishable from Applicant's mark IMPRESS, as the mark is dissimilar in appearance, sound and connotation, and creates a different commercial impression when compared to Applicant's mark, Applicant believes it has satisfied all outstanding issues relating to this application, and that the application should be now approved for publication.

## EVIDENCE SECTION

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<b>DESCRIPTION OF EVIDENCE FILE</b>	Italian- English online dictionary translator printout; Wikipedia evidence; Registrant's specimen of use; Applicant company website printout; Applicant's products reviews; Evidence of Applicant's exclusive distributor.
<b>SIGNATURE SECTION</b>	
<b>RESPONSE SIGNATURE</b>	/milena s. mishev/
<b>SIGNATORY'S NAME</b>	Milena S. Mishev
<b>SIGNATORY'S POSITION</b>	Attorney, NYS Bar member
<b>SIGNATORY'S PHONE NUMBER</b>	914 385 1013
<b>DATE SIGNED</b>	10/08/2013
<b>AUTHORIZED SIGNATORY</b>	YES
<b>CONCURRENT APPEAL NOTICE FILED</b>	YES
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## Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. **85748352** has been amended as follows:

## ARGUMENT(S)

### **In response to the substantive refusal(s), please note the following:**

The Trademark Examining Attorney issued a Final Office Action in relation to the captioned mark dated April 8, 2013. In that Action, the Trademark Examining Attorney continued her refusal of registration of the applied-for mark IMPRESS based upon an alleged likelihood of confusion between Applicant's mark and the mark IMPRESSA that is the subject of prior U.S. Registration No. 2695561 used in connection with "electric coffee machines, espresso coffee machines and automatic espresso coffee machines." Applicant respectfully disagrees with the Final Refusal, and Requests Reconsideration of the same, noting it is simultaneously filing a Notice of Appeal. Applicant's Mark Creates A Different Commercial Impression Than The Cited Mark And The Discretionary Doctrine Of Foreign Equivalents Should Not Have Been Applied In This Case The Trademark Examining Attorney maintained her contention that the applied-for mark IMPRESS is very similar in appearance, sound and meaning to the registered mark IMPRESSA because the words are nearly identical except that applicant has removed the letter "A" from the end of registrant's mark. In the Examining Attorney's opinion, this difference is slight, and only alters the ending syllable of the applied-for mark. Furthermore, the Trademark Examining Attorney has attached evidence from Babylon Online, which in her opinion shows that "IMPRESSA" translates from Italian to mean "impress" in English, and, that under the doctrine of foreign equivalents, a mark in a foreign language and a mark that is its English equivalent may be held to be confusingly similar. Notwithstanding, Applicant reiterates that the respective marks not only have different appearance, meaning and commercial impression, but also sound differently. Moreover, likelihood of confusion may be significantly reduced by the "alteration, addition or elimination of only two single letters from the mark." *McGergor-Doninger, Inc., v. Drizzle Inc.*, 599 F.2d 1126, 1133-4, 202 USPQ 81, 89 (2d Cir. 1979) In this case, the elimination of only one letter has significantly reduced the likelihood of confusion. In addition, the Trademark Examining Attorney should reconsider her Final Refusal, as it is improperly based on a finding that IMPRESS and IMPRESSA are confusingly similar pursuant to Trademark Act Section 2(d), 15 U.S.C. § 1052(d) and the incorrect presumption that "impress" and "impressa" are foreign equivalents. In fact, the discretionary doctrine of foreign equivalents should not have been applied in this case as it is unlikely that an appreciable number of ordinary American purchasers would "stop and translate" the foreign word "impressa" into "impress." *Palm Bay Imports, Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 73 U.S.P.Q.2d 1689 (Fed. Cir. 2005) (emphasis supplied); see also Trademark Manual of Examining Procedure ("TMEP") §1207.01(b) (vi). There are simply no facts or law to support the Trademarks Examining Attorney's incorrect presumption that "impress" is the sole or primary translation of "impressa" and consumers would be likely to translate the foreign word into its English equivalent. Moreover, according to the same Babylon Online translator, "impressa" translates rather as "graven, carved, engraved." Please see Exhibit A. Further, less than one-half of one percent of the population of the United States speaks Italian in the home, making it even less likely that ordinary consumers would choose the Italian translation "impress." See Exhibit B at p. 2. There Is A Distinction Between The Respective Goods And The Channels Of Trade At Issue The cited mark is registered for use in connection with "electric coffee machines, espresso coffee machines and automatic espresso coffee machines." A review of the specimen of use that the Registrant submitted in support of the Section 8 Declaration of Use when filing its Application for Renewal shows that the actual use of the IMPRESSA mark is, allegedly, always in combination with additional wording, i.e., IMPRESSA S line, IMPRESSA Z line, IMPRESSA Z7 One Touch, IMPRESSA J line, IMPRESSA J9 One Touch TFT, IMPRESSA F line, IMPRESSA F7. See the Registrant's specimen of use attached as Exhibit C. In fact, Registrant's coffee machines are so highly specialized that the Registrant chose to distinguish between its different products by adding extra wording. Actually, Applicant wonders if the Trademark Examining Attorney made the prior registration citation simply because both goods contained the term "coffee machines." On the other hand, a review of Applicant's website reveals that Applicant's products are rather simple mechanic coffee brewers with "no

hassle of electric mechanisms or fussy plungers." See printout from Applicant's website [www.shop.gamilacompany.com](http://www.shop.gamilacompany.com), attached as Exhibit D hereto. Also, Applicant's product covered by the mark IMPRESS is a one-cup-at-a-time handcrafted brewing process, sold exclusively through Designbox that is a platform for creative professionals, as well as a shop and gallery, located in the Raleigh Warehouse District. See Exhibits E and F. Same evidence shows also that the IMPRESS Coffee Brewer is recognized by the purchasers "in its own right," eliminating any legitimate fear of a likelihood of confusion between the respective marks that the Trademark Examining Attorney might have. No individual shopper for a non-electric coffee brewer would be seeking out the Registrant's "high-tech" sophisticated electric and automatic coffee machines. Thus, not only are the products provided by the Registrant and Applicant readily distinguishable, the end users are also vastly different - different enough that the knowledge of who the end users of the respective products are is evidence enough of the differing trade channels and level of sophistication involved in the product purchases. There is no reason for a purchaser shopping for a mechanic coffee brewer to even look at the Registrant's sophisticated coffee machines. To that end, and based on the distinction between the sheer nature of the products themselves, not even one consumer would ever purchase products from both the Registrant and Applicant at the same time. In sum, it is clear from a comparison of the Registrant's and Applicants divergent goods and trade channels that the two marks at issue can be distinguished above and beyond the very distinct differences in the products' purposes and channels of trade. A further review of the evidence fully discloses how the two companies and their businesses are vastly dissimilar from one another. Conclusion One primary premise of trademark law is an immediate comparison between the goods provided by the brand owners. Here, a comparison of the respective products reveals that the brand owners offer remarkably distinguishable products that serve different functions and which are marketed to different consumers and travels through different channels of trade. Since such product distinctions, channels of trade, and purchasing characteristics eliminate any likelihood of confusion, these factors must be taken into strong consideration when making a comparison of the marks. This is especially the case when other identical marks have already been deemed capable of co-existence. For these reasons, Applicant respectfully requests the withdrawal of the likelihood of confusion citation herein. And taking into consideration that Registrant's mark IMPRESSA is distinguishable from Applicant's mark IMPRESS, as the mark is dissimilar in appearance, sound and connotation, and creates a different commercial impression when compared to Applicant's mark, Applicant believes it has satisfied all outstanding issues relating to this application, and that the application should be now approved for publication.

## **EVIDENCE**

Evidence in the nature of Italian- English online dictionary translator printout; Wikipedia evidence; Registrant's specimen of use; Applicant company website printout; Applicant's products reviews; Evidence of Applicant's exclusive distributor. has been attached.

### **Original PDF file:**

[evi\\_75992502-181200556\\_.00487627.PDF](#)

### **Converted PDF file(s) (2 pages)**

[Evidence-1](#)

[Evidence-2](#)

### **Original PDF file:**

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### **Converted PDF file(s) (5 pages)**

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

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[Evidence-1](#)

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[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

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[Evidence-4](#)

[Evidence-5](#)

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**Converted PDF file(s)** (4 pages)

[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

**SIGNATURE(S)**

**Request for Reconsideration Signature**

Signature: /milena s. mishev/ Date: 10/08/2013

Signatory's Name: Milena S. Mishev

Signatory's Position: Attorney, NYS Bar member

Signatory's Phone Number: 914 385 1013

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 85748352

Internet Transmission Date: Tue Oct 08 18:41:22 EDT 2013

TEAS Stamp: USPTO/RFR-75.99.250.2-201310081841226616

37-85748352-500ef7e976af5ebfa37f1e1317db

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-N/A-20131008181200556543



## EXHIBIT A

Italian Translation



Online Dictionary

Text To Speech

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Interface Language ▼

Translation  
Italian to English  
English to Italian

impressa

LESSTABS ADVERTISEMENT

Translate

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graven, carved; engraved



# Italian language in the United States

From Wikipedia, the free encyclopedia

The Italian language has been a widely spoken language in the United States of America for more than one hundred years, due to large-scale immigration beginning in the late 19th century. Today it is the eighth most spoken language in the country.

## Contents

- 1 History
  - 1.1 During World War II
- 2 The language today
  - 2.1 Forms of Italian
- 3 Media
- 4 See also
- 5 References
- 6 Further reading

### Italian speakers in the US

Year	Speakers
1910 <sup>a</sup>	1,365,110
1920 <sup>a</sup>	1,624,998
1930 <sup>a</sup>	1,808,289
1940 <sup>a</sup>	1,561,100
1960 <sup>a</sup>	1,277,585
1970 <sup>a</sup>	1,025,994
1980 <sup>[1]</sup>	1,618,344
1990 <sup>[2]</sup>	1,308,648
2000 <sup>[3]</sup>	1,008,370

<sup>a</sup>**a** Foreign-born population only<sup>[4]</sup>

## History

The first Italian Americans began to immigrate en masse began around 1880. The first Italian immigrants, mainly from Sicily and other parts of Southern Italy, were largely men, and many planned to return to the Italy after making money in the US, so the speaker population of Italian was not always constant or continuous. Between 1890 and 1900, 655,888 Italians went to the United States, and more than 2 million between 1900 and 1910, though around 40% of these eventually returned to Italy. All told, between 1820 and 1978, some 5.3 million Italians went to the United States. Like many ethnic groups, such as the Germans in Little Germany, French Canadians in Little Canadas, and Chinese in Chinatowns, who emigrated to the Americas, the Italians often lived in ethnic enclaves, often known as Little Italies, especially in New York City, Chicago, Boston, and Philadelphia, and continued to speak their original languages.



In Little Italy, Chicago, some Italian language signage is visible (e.g. *Banca Italiana*)

## During World War II

During World War Two, use of Italian languages in the U.S. was discouraged. In addition, many Italian-Americans were interned [1] ([http://www.usdoj.gov/crt/Italian\\_Report.pdf](http://www.usdoj.gov/crt/Italian_Report.pdf)), property was confiscated [2] ([http://www.usdoj.gov/crt/Italian\\_Report.pdf](http://www.usdoj.gov/crt/Italian_Report.pdf)), and Italian-language periodicals were closed<sup>[citation needed]</sup>.

## The language today

Today, though 15,638,348 American citizens report themselves as Italian Americans, only 1,008,370 of these



This propaganda discourages the use of Italian, German, and Japanese.

report speaking an Italian language at home (0.384% of the national population). But Italian is the 3rd foreign language spoken at home in US and it represents the 2nd largest ethnic market in the US behind only the Hispanic market.<sup>[6]</sup> Cities with Italian and Sicilian speaking communities include Buffalo, Chicago, Miami, New York City and Philadelphia. Assimilation has played a large role in the decreasing amount of Italian speakers today.

Of those who speak Italian at home in the United States, 361,245 are over the age of 65, and only 68,030 are below the age

of 17.

Despite it being the fifth most studied language in higher education (college & graduate) settings throughout America,<sup>[7]</sup> the Italian language has struggled to maintain being an AP course of study in high schools nationwide. It was only in 2006 where AP Italian classes were first introduced, and they were soon dropped from the national curricula after the spring of 2009.<sup>[8]</sup> The

organization which manages such curricula, the College Board, ended the AP Italian program because it was "losing money" and had failed to add 5,000 new students each year. Since the programs termination in the spring of 2009, various Italian organizations and activists have attempted to revive the course of study. For example, Margaret Cuomo, sister of New York Governor Andrew Cuomo, was the impetus for the program's birth in 2006 and is currently attempting to secure funding and teachers to reinstate the program. Also, Italian organizations have begun fundraisers to revive AP Italian. Organizations such as the National Italian American Foundation (NIAF) and Order Sons of Italy in America have made strides in collecting money, and are prepared to aid in the monetary responsibility any new AP Italian program would bring with it.

Moreover, web based Italian organizations, such as ItalianAware (<http://www.ItalianAware.com>), have begun book donation campaigns to improve the status and representation of Italian language and Italian/ Italian American literature in New York Public Libraries. According to ItalianAware, the Brooklyn Public Library is the worst offender in New York City.<sup>[9]</sup> It has 11 books pertaining to the Italian language and immigrant experience available for checkout spread across 60 branches. That amounts to 1 book for every 6 branches in Brooklyn, which (according to ItalianAware) cannot supply the large Italian/Italian American community in Brooklyn, New York. ItalianAware aims to donate 100 various books on the Italian/ Italian American experience, written in Italian or English, to the Brooklyn Public Library by the end of 2010.



Current distribution of the Italian language in the United States.

**Italian speakers by states in 2000<sup>[5]</sup>**

State	Italian speakers	% of all Italian speakers
New York	294,271	29%
New Jersey	116,365	12%
California	84,190	8%
Pennsylvania	70,434	7%
Florida	67,257	6%
Massachusetts	59,811	6%
Illinois	51,975	5%
Connecticut	50,891	5%

## Forms of Italian

Traditionally, most Italian Americans did not speak Standard Italian which originated from the Tuscan language. Instead they spoke other Italo-Romance varieties, particularly from Southern Italy, such as Calabrese, Neapolitan, and other Southern Italian dialects, as well as the Sicilian language. Today, the Standard Italian language, which is most similar to the Tuscan (although not the same), is used in schools instead of the other dialects and languages.

## Media

Although the Italian language is much less used today than it has been previously, there are still several Italian-only media outlets, among which are the New Jersey daily paper *America Oggi* and ICN Radio.

*Il Progresso Italo Americano* was edited by Carlo Barsotti (1850–1927).<sup>[10]</sup>

*Arba Sicula* (Sicilian Dawn) is a semiannual publication of the society of the same name, dedicated to preserving the Sicilian language. The magazine and a periodic newsletter offer prose, poetry and comment in Sicilian, with adjacent English translations.

## See also

- Italian American internment
- Languages of the United States

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title=Italian\_language\_in\_the\_United\_States&oldid=564816978"

Categories: Italian-American culture | Italian language | Languages of the United States

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## IMPRESSA S line

Sophisticated, built to last and with proven technology.

An overview of the individual machines in this line is presented below.

In order to find out more about a machine, you can select it below or in the main navigation panel.

### Subdivisions between machines



» [IMPRESSA S9 One Touch](#)  
One Touch Cappuccino.

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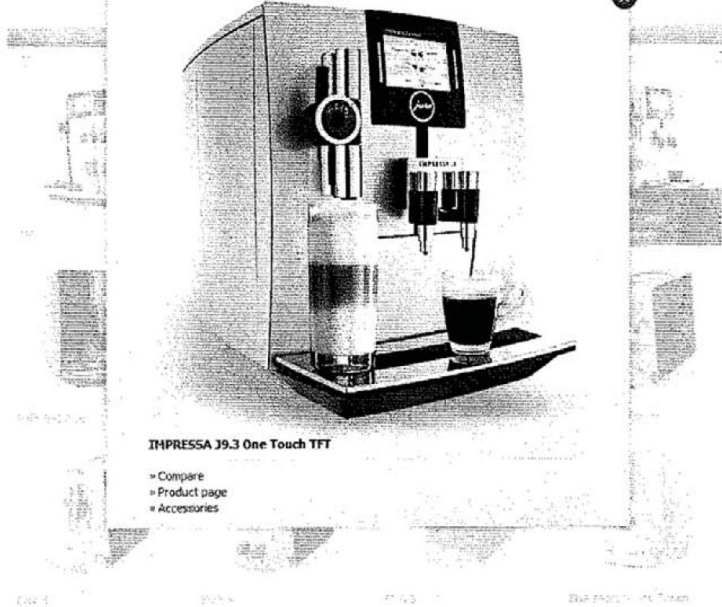



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JURA USA

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Discover the new Jura IMPRESSA coffee machine series. The IMPRESSA J9.3 One Touch TFT is the latest addition to the IMPRESSA series. It is a fully automatic coffee machine with a TFT display and a touch screen. It is the most advanced machine in the IMPRESSA series. It is the most advanced machine in the IMPRESSA series. It is the most advanced machine in the IMPRESSA series.

**IMPRESSA J9.3 One Touch TFT**

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*jura*

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JURA - Switzerland

We constantly select our range of products in line with the state of the art. The configuration and equipment of the illustrated machine is therefore subject to change. We accept no liability for misprints and other errors. There may be color deviations due to the printing process. The illustrated cups and plates are not supplied with the machine.

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JURA - If you love coffee

Swiss  
Coffee Culture  
2013





#### JURA philosophy

- perfect coffee result at the touch of a button
- bold, simple, clean lines are the hallmark of JURA's design philosophy
- outstanding ecological intelligence

## About JURA

JURA has become a synonym for the perfect coffee experience. Designed and engineered in Switzerland, JURA automatic coffee machines prepare sophisticated coffees to suit any taste. By using technology intelligently, JURA creates products that are genuinely progressive, including energy efficiency.

All it takes is the touch of a button and you can enjoy freshly ground, freshly extracted coffee at any time of day. With the help of the latest technology you can even prepare trendy specialties such as cappuccino and latte macchiato.

What more enjoyable way to start your day, to round off a meal or to spoil your guests than with some of the fabulous coffee creations so popular today?

Equipped with innovative and user friendly features, JURA machines have won many accolades for their outstanding technology and futuristic designs.

In this brochure you are certain to find a JURA automatic coffee machine that best meets your particular needs. And whichever machine you choose, you can rest assured that you have made an excellent investment.

## Content

<b>JURA sets standards</b>	Our passion for excellence drives us to continually develop new technologies to create the full range of delicious specialty coffees.	<b>Benefits</b>	<b>6</b>
<b>Automatic coffee machines</b>	The perfect cup of coffee made with fresh beans, always freshly ground at the touch of a button and freshly extracted under optimum conditions, all in less than 60 seconds.	GIGA line GIGA S IMPRESSA Z line IMPRESSA Z7 One Touch IMPRESSA J line IMPRESSA J9 One Touch TFT IMPRESSA F line IMPRESSA F7 ENA Micro line ENA Micro 9 One Touch ENA Micro I	10 16 18 20 22 24 26 28 30 32 34
<b>The complete experience</b>	To complete the experience, JURA coffee machines can be adapted to suit your personal preferences with a range of modern accessories.	Accessories Cup warmer Milk container Automatic Milk Frother	36 38 40 42
<b>Maintenance at the touch of a button</b>	We make maintaining coffee machines as easy as it is to prepare coffee specialties.	<b>Maintenance</b>	<b>44</b>
<b>Technical data</b>	A quick easy compare guide to the key benefits of our current product range.	<b>Technical data</b>	<b>50</b>

## JURA sets standards

Our passion for excellence drives us to continually develop new technologies to create the full range of delicious specialty coffees at the touch of a button.





You make a conscious choice in favor of a JURA automatic specialty coffee machine because:

- the philosophy of 'from bean to gourmet pleasure' suits your taste
- you can create a perfect, fresh cup of coffee at the touch of a button
- you can choose from the full range of fresh coffee beans
- you see yourself as part of the environment and want to help protect it in the long term

## Your good personal taste decides for you

Coffee contains up to 1000 different aroma compounds, making it one of the most aromatic of all foods. Nature has given us the perfect packaging to preserve the taste without any impediment: the coffee bean. With a JURA automatic specialty coffee machine you can choose from the virtually unlimited selection of fresh coffee beans available, according to your own personal taste. Our machines are designed to get the best out of each blend and coffee roasting. To achieve this, the beans are freshly ground for each preparation and the ground coffee is optimally compressed in the brewing unit and extracted under ideal conditions. Combined with hot milk and soft, light-as-air milk foam, watch classics and imaginative stylish creations unfold before your eyes at the touch of a button. JURA is continually setting new standards in its range of specialties, the final product and operation. The key to creating the perfect beverage is innovative technologies, developed for one single purpose: to prepare coffee exactly the way you like it at the touch of a button. At the end of the day, your personal good taste is what counts.





It takes the latest technologies to create the ultimate coffee at the touch of a button to match your personal taste. And through these technologies, JURA continues to set new standards.



#### Perfect espresso at the touch of a button

- Patented, variable brewing chamber between 5 g and 16 g  
For individual coffee strength and preparation of two cups in just one brewing operation
- Intelligent Pre-Brew Aroma System (I.P.B.A.S.<sup>®</sup>)  
To allow the full coffee aroma to develop
- Multi-level high-performance grinder  
For a constant grinding result and a full aroma
- Intelligent preheating  
For hot coffee from the first cup



#### Perfect specialty coffee with milk at the touch of a button

- Height-adjustable dual spout with separate coffee and milk pipes  
Adjustable to suit your cups
- Patented fine foam technology  
For perfect specialty coffees with milk with a fine foam quality
- Two latte macchiato at the touch of a button  
For three perfect layers, twice over, at the touch of a button



#### Award-winning design

- Multi-award-winning design  
Internationally renowned design prizes confirm the unmistakable language of form
- Cup illumination in amber and white  
Stylish presentation of the finished coffee
- Sound design  
Makes the coffee machine extremely quiet



#### Simplest operating concept

- TFT color display with Rotary Selection  
For self-explanatory and intuitive operation
- Clear arrangement of buttons  
Enjoy the perfect cup of coffee at the touch of a button
- Recognition for second, ground coffee  
Immediate preparation as soon as the ground coffee is added



#### Sustainability

- Patented Zero-Energy Switch  
Disconnects the machine from the power supply and avoids using standby energy
- Energy Save Mode (E.S.M.<sup>®</sup>)  
Helps you to save energy and protect the environment
- Programmable switch-on and switch-off time (for each day of the week)  
So the coffee machine is ready when you want it



#### Perfect maintenance at the touch of a button

- Patented 2-phase cleaning tablet  
Cleans and protects the brewing unit
- Integrated rinsing, cleaning and descaling program  
Extremely easy to maintain with TÜV certification, self-cleaning at the touch of a button
- CLEARWATER water-filtering system  
Your integrated 'insurance policy against scale'

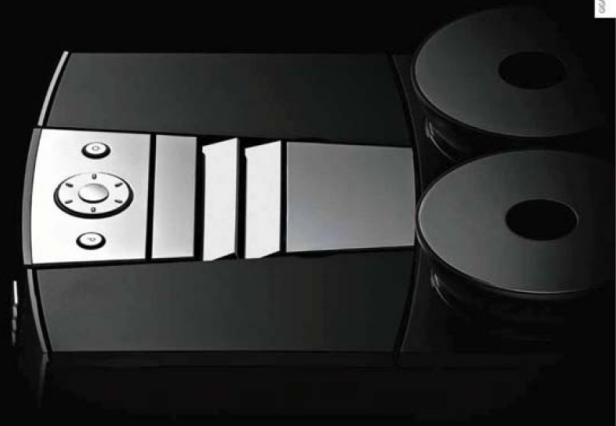
## GIGA line

JURA has manufactured over 3 million coffee machines, and the new GIGA line is the pinnacle of the expertise gained over the years. The latest generation of JURA automatic specialty coffee machines raises the bar to an unparalleled standard, making state of the art professional technology available to coffee lovers everywhere. With the user friendly operating concept, it's never been easier to fulfill your coffee dreams. Simply turn the Rotary Switch, which is conveniently ball bearing mounted, and a list of specialty coffees appears on the TFT display. With just a touch, the GIGA S prepares your chosen beverage to an unrivalled standard of quality.

PERFECTION

PRECISION

PROFESSIONALISM





## The epitome of quality – doubled

With the combined power of two grinders and two heating systems the machine prepares every specialty coffee to perfection.



### 2 professional ceramic disc grinders

To extract the aromas from the coffee and channel them into the cup, the fresh, roasted coffee beans are first of all carefully ground. Two high-performance grinders made from a virtually wear-free technical ceramic guarantee quick, precise, even and consistent grinding for years to come. Because it is not possible to manually adjust the consistency of grind during the short grinding process, the GIGA's electronically controlled motors are responsible for this.



### Variable dual spout with 2 coffee spouts and 2 milk spouts

The dual spout, a masterpiece of modern engineering, dispenses the liquid into the cup or glass and can be smoothly height-adjusted (2.8 – 6.3 in) and width-adjusted (0.8 – 2.0 in). The cappuccino frother even features an adjustable air intake, controlled by a geared motor. When you make a latte macchiato, the machine automatically dispenses hot milk followed by milk foam into the glass. Before your eyes, the drink is finished with the perfect coffee, producing a perfect three-layered beverage with no waiting time between the milk and milk foam.



### Pure and simple

The simple yet striking design expresses the inner quality of this masterpiece of technology, and together with the high-quality materials, precise workmanship and unequalled tactility, gives it an air of desirability.

## Barista specialties

Now you can become a professional barista in a flash. The recipes for twelve imaginative coffee creations are selected with the Rotary Switch. The GIGA 5 uses images and texts to clearly guide you through all the preparation stages – go on, treat yourself and your guests to a Marocchino, Pepresso, White Cool, Flavour latte macchiato, Irish coffee, Café Méléange, Viennese coffee, Winter Magic coffee, Shakerato, Mango Lassi, Red Cool or Summer Fire. A truly pleasurable experience for pampered palates – and a treat for the eyes too ...



**Mango Lassi**  
Ingredients: 1 espresso  
4–5 tsp natural yogurt  
4–5 tsp Mango Smoothie  
Base or sweetened mango  
purée



**Shakerato**  
Ingredients: 1 espresso  
Ice cubes  
Lemons  
2 tsp sugar



**Viennese coffee**  
Ingredients: 1 coffee  
1 scoop vanilla ice cream  
vanilla flavored syrup –  
optional (to taste)  
chocolate shavings



**Irish Coffee**  
Ingredients: 1 coffee  
2 tsp coarse brown cane  
sugar  
3 tbsp Irish Whiskey  
(alcoholic)  
2 tbsp semi-whipped cream



#### Benefits

- 2 professional ceramic disc grinders for precise and even grinding for years to come
- Variable dual spout with 2 coffee spouts and 2 milk spouts for a perfect three-layered result – without an interval
- Now you can become a professional barista in a flash thanks to twelve barista specialties
- Clean lines, high quality materials and outstanding craftsmanship express its uniqueness

#### GIGA 5

#### Perfection, precision, professionalism

This superlative coffee machine redefines the category and exceeds even the highest of expectations. The machine displays professional technology, high quality materials and first class workmanship as well as preparing a range of specialties at the touch of a button. This compact high performer comes in a high quality, clear, no-compromise design because this is a machine that doesn't need to shout to be heard.



Aluminum



GIGA 5

## IMPRESSA Z line

The style icons in the super premium segment for specialty coffees at the touch of a button have been thrilling gourmets and aesthetes with perfect coffee quality, the most straightforward operation and top-quality materials.





#### Benefits

- The cappuccino spout, which is height adjustable on a continuous scale, dispenses cappuccino and latte macchiato at the touch of a button and can be used with glasses of up to 6 in. tall
- Revolutionary fine foam technology for foam quality never seen before
- Height adjustable (2.6 - 4 in.) and width adjustable coffee spout (0.8 - 1.9 in.) made from solid aluminum
- Innovative, intelligent pre-heating for optimum espresso quality

#### IMPRESSA Z7 One Touch

#### 6 inches – high-quality enjoyment

This superlative, top quality model makes the heart of even the most demanding coffee aficionado beat faster, and provides the thrilling experience of a full range of coffee enjoyment at the highest possible level. Variable, simple and individual. The cup illumination feature stylishly presents specialty coffees in rich amber and specialty coffees with milk in gleaming white.



Aluminum – Stainless steel vacuum milk container 20 oz.



## IMPRESSA J line

The modern coffee machines for entrancing specialty coffees appeal with their intuitive operation, countless individual programming options and multi-award-winning all-round design.





#### Benefits

- TFT display with Rotary Selection for self-explanatory, intuitive operation
- The cappuccino spout, which is height-adjustable on a continuous scale, dispenses cappuccino and latte macchiato at the touch of a button and can be used with glasses of up to 6 in. tall
- Revolutionary fine foam technology for perfect, fine milk foam quality
- Elegant all-round design

#### IMPRESSA J9 One Touch TFT

#### It's all about enjoyment

The IMPRESSA J9 One Touch TFT is easy to get to grips with right from the word go. Its ingenious operating concept couldn't be easier or more self-explanatory: use the Rotary Selection to choose the specialty coffee you want, press the button, sit back and savour the taste. It goes without saying that the one-touch coffee machine prepares the full range from latte macchiato to ristretto at the touch of a button and without you having to move the cup. Fine foam technology from JURA ensures a unique milk foam quality of a fine, feather-light consistency.



Brilliant Silver – Stainless steel vacuum milk container 20 oz.

SWISS MADE

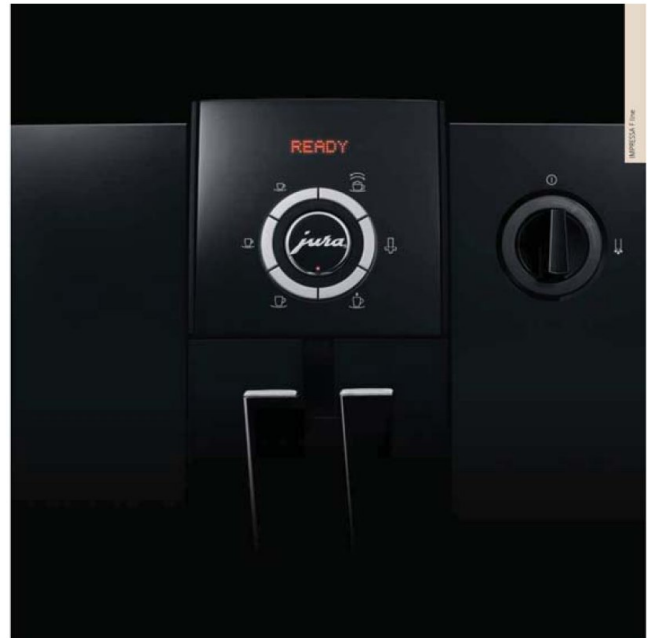


IMPRESSA J9 One Touch



## IMPRESSA F line

Using cutting-edge technology to deliver the perfect result makes the best F class of all time a smart choice for anyone who prefers espresso, coffee and ristretto yet also likes to treat themselves to the perfect cappuccino.





#### Benefits

- New Aroma\* grinder for a wide range of beverages from ristretto, espresso and coffee to cappuccino
- Simple operating concept with centrally positioned preparation buttons
- Energy-efficient and ready for use in the blink of an eye
- Height-adjustable coffee and milk spout (2.6 – 4.4 in.) with integrated cup illumination in amber and white

#### IMPRESSA F7

#### Fast, versatile, attractive

Embodying the style of the popular IMPRESSA F line, the IMPRESSA F7 features a straightforward operating concept that is self-explanatory. It is the smart choice for anyone who prefers espresso, coffee and ristretto yet also enjoys the perfect cappuccino, crowned with a fine quality milk foam. This superior coffee machine goes from naught to the perfect cup of coffee in a flash. All thanks to the high-speed thermoblock and revolutionary Aroma\* grinder which retains the perfect aroma in all its natural fullness in half the grinding time.



Piano Black – Cool Control Basic, sold separately



SWISS MADE

## ENA Micro line

JURA is proud to present the world's smallest One-Touch automatic cappuccino machine: the new ENA Micro. This machine is actually 11 percent shorter than the compact ENA line. Its compact design helps it make a real impact, which is underlined by the stylish color.





#### Benefits

- Smallest One Touch coffee machine in the world
- Wide repertoire of specialties ranging from latte macchiato to espresso and hot water
- Extremely easy-to-use height adjustable dual spout (3 – 5 in.) with fine foam technology
- The easy-to-understand symbols and ergonomically arranged buttons give you exactly what you want

#### ENA Micro 9 One Touch

#### Downsize to simplicity

The compact one-cup machine prepares latte macchiato, cappuccino, espresso, café crème and hot water at the touch of a button. The newly developed Micro brewing unit ensures excellent espresso quality. Operation is so straightforward that it can be summed up in two words: press – enjoy. The easy-to-understand symbols and ergonomically arranged buttons give you exactly what you want without any fuss. The height adjustable dual spout features separate coffee and milk pipes to ensure perfect hygiene.



Micro Silver – Stainless steel vacuum milk container, sold separately



ENA Micro 9 One Touch



#### Benefits

- Micro brewing unit for the ultimate espresso
- Touch panel for easy operation
- Compact design requires minimal space
- Eco-friendly thanks to high energy efficiency

#### ENA Micro 1

#### Simply Espresso

The ultra-compact 1-cup espresso machine is designed not only to make the perfect espresso, but also to be as small as possible. It can be programmed with three user-defined cup sizes, each in two aroma levels. The aroma preservation cover keeps the coffee beans fresh, the grinder gently grinds them, and the Micro brewing unit extracts the coffee under the ideal conditions. The intelligent preheating feature ensures that the coffee, crowned by a feather-light crema, is always dispensed piping hot. The Energy Save Mode®, auto-off function and Zero Energy Switch with zero standby make the machine very energy efficient.



Micro Black



ENA Micro 1

## The complete experience

Using modern accessories, it is possible to adjust JURA coffee machines to suit the way you like to enjoy your beverages.





#### Benefits

- Warm cups exactly when you need them – thanks to the programmable automatic switch-on and switch-off times
- Two heating elements with automatic temperature control
- Modern drawer feeding system so drawers can be closed gently
- Each level has space for 5 espresso cups (dia. 2.2 in.), 4 coffee cups (dia. 2.6 in.) or 6 cappuccino cups (dia. 3.5 in.)

### The perfect cup of coffee starts with a pre-warmed cup

#### 130 °F – the perfect temperature

Coffee is at its best when piping hot. Which explains why professionals only work with cups which have been pre-warmed correctly. If hot coffee is served in cold porcelain cups, too much heat is lost. But in pre-warmed cups, the wonderful taste experience can fully develop. JURA's elegant, slender cup warmer is the ideal partner to every automatic coffee machine. Two heating elements keep the cups at a constant temperature of around 130 °F – ideal for preparing everything from a fiery espresso to a cappuccino crowned with milk foam, making the cup warmer indispensable for any coffee fan.



**Cup which has not been pre-warmed**  
As soon as the coffee flows into the cup, a heat exchange process occurs. The cold porcelain drains the heat from the beverage. The thicker the cup and the colder it is, the more heat is lost. As a result, we find the beverage too cold. It doesn't taste good because basically it's cold coffee.



**Cup which has been pre-warmed**  
If the cup is pre-warmed correctly, heat is not lost. If prepared under optimum brewing conditions, the coffee flows into the cup at the ideal temperature for enjoyment and we sense the taste perfectly. It's hot and aromatic, just like coffee should be.

### Cup warmer



#### Cup warmer

The slim machine is fitted with a modern cushioning system so that the two drawers close gently and with ease. When closed, no valuable heat is lost and the cups cannot become dusty. The programmable automatic switch-on and switch-off times are perfect examples of the eco-intelligence of the modern cup warmer.



Dimensions (W x H x D):  
4.8 x 12 x 13.7 in.



#### Accessory drawer

The new accessory drawer adapts the height of the cup warmer to the GIGA 5 perfectly. It also gives you another compartment for storing your coffee and espresso spoons.





#### Benefits

- Active cooling of the milk to 39 °F (optimum milk temperature)
- No freezing
- Typical JURA design
- Color designed to match the JURA range

### Milk container

#### Cool Control Basic

The best way to serve light-as-air milk foam and hot milk for trendy specialty coffees is to keep the milk fresh at 39 °F prior to heating and frothing. The elegant Cool Control cools the milk to as much as 25 ° below the ambient temperature. Once the temperature reaches 39 °F, it is maintained constantly within the optimum range. This prevents freezing and saves energy. The high-quality stainless steel container comes in a 20 or 34 oz. size and is easy to remove. With its bayonet lock, the Cool Control Basic is easy to open, fill, store in the refrigerator as needed, and clean in the dishwasher.



Cool Control Basic  
20 oz., Black



Cool Control Basic  
34 oz., Black





#### Benefits

- The perfect recipe for a wide range of trend specialties
- Cold, warm or hot milk foam
- Easy one-button operation
- High-quality, elegant and easy to clean

### Perfect milk foam in a flash

#### Automatic Milk Frother

The Automatic Milk Frother is the quick, easy, no-mess way to make perfect, velvety-soft milk foam for cold specialties such as iced latte, cold chocolate and many other exciting drinks. Designed in line with JURA's classic style, it's the perfect addition to any coffee machine and an indispensable aid for all lovers of trend specialties. Easy to operate using a single button, it prepares cold, warm or hot milk foam in a flash.



## Maintenance at the touch of a button

JURA makes maintaining coffee machines as easy as it  
is to prepare coffee specialties.





**Switch-on rinse:** preheats pipes so that the first coffee is at the correct temperature

**Switch-off rinse:** cleans the brewing unit and pipes and prevents the accumulation of coffee residue

**Cappuccino frother rinsing:** cleans milk residues out of the cappuccino frother during ongoing operation

**Cappuccino frother cleaning:** dissolves milk fat and protein

**Cleaning program:** cleans and maintains the brewing unit

**Descaling program<sup>\*</sup>:** gently removes calcium deposits

<sup>\*</sup> Not necessary when using CLEARIL filter cartridges

## No need to get your hands dirty – no need to reach inside the machine

For perfect coffee in the cup every time, it's important that you look after your machine on a daily basis and follow some simple rules of hygiene when it comes to milk, coffee and water. The integrated cleaning program of a JURA automatic specialty coffee machine reliably removes coffee oil, from the patented brewing unit to the coffee spout. By using modern and innovative technologies, the cleaning program is perfectly timed at 80°C (cleaning by hand is only possible up to about 40°C). This guarantees optimum hygiene and cleanliness, without the need to remove the brewing unit and clean it manually. This is why every JURA machine has a maintenance-free brewing unit with self-cleaning at the touch of a button, thanks to the integrated maintenance programs.

Maintenance-free: the patented brewing unit from JURA

Good reasons to say yes!

## JURA hygiene certified by TÜV Rheinland

The Swiss coffee specialist was awarded the **certificate for high hygiene standards** in an independent test by TÜV Rheinland.

As part of an independent microbiological test, JURA coffee machines were subjected to daily use for a period of several months while scientists performed analyses on hygiene-relevant components.

The results revealed that JURA coffee machines are extremely hygienic.

The tests included all coffee-carrying components such as the brewing group and coffee spout as well as the water tank, bean container, grinder, powder chute, coffee grounds container and drip tray, cappuccino frother, cappuccino pipes and milk container.



Maintenance



#### Benefits

- Guarantee that your water is freshly filtered before every preparation
- Fresh water and unadulterated aromas guarantee your palate the coffee experience of a lifetime
- Lifelong protection for your coffee machine (eliminating the need for descaling)

#### CLEARYL filter system

Anyone who has ever drank fresh spring water knows that there can be a world of difference between the pure elixir of life and the processed fluid that comes out of our taps.

Use of CLEARYL filter cartridges guarantees you freshly filtered, delicious tasting water for your tea and coffee at all times. Designed especially for JURA automatic specialty coffee machines, it is coffee neutral and is placed directly in the water tank.

CLEARYL from JURA is tough on scale, but gentle on the machine.



CLEARYL White  
1 filter cartridge




CLEARYL Blue  
1 filter cartridge



Technical data GIGA


GIGA S	
Latte macchiato at the touch of a button	1 or 2
Cappuccino at the touch of a button	1 or 2
Hot water system (3 temperature levels)	■
No. of individually programmable specialty coffees	19
Barista specialties	12
Amount of water can be adjusted and programmed for each preparation	■
Coffee strength can be adjusted and programmed for each preparation	5 levels
A la carte bean selection	■
Programmable brewing temperature	3 levels
Electrically adjustable ceramic disc grinders (5 levels)	2
Variable brewing chamber, from 5 g to 16 g	■
Intelligent Pre Brew Aroma System (I.P.B.A.S.®)	■
Intelligent preheating	■
Height adjustable dual spout	2.8 - 6.3 in.
Width adjustable dual spout	0.8 - 2.0 in.
Height adjustable hot water spout	2.7 - 6.5 in.
Automatic changeover from milk to milk foam	■
Cup illumination	amber/white
Alu Frame Design®, 3 mm aluminum front	■
Magnetic splash guard behind dual spout	■

Ventil Ports	■
Sound design	■
Display	TFT color display
Switch on and switch off times can be specified for each day of the week	■
Active bean monitoring	■
Monitored drip tray	■
Maintenance status display (cleaning, descaling and filter status)	■
Stainless steel vacuum milk container	20 oz.
Water tank fill volume	87 oz.
Coffee grounds container (servings)	approx. 10
Bean container with aroma preservation cover	2 x 0.6 lb (280 g)
Voltage / power	120 V ~, 60 Hz   1250 W
Weight / dimensions (W x H x D)	39.3 lb   12.6 x 16.3 x 19.6 in.
Color	Aluminum

All automatic coffee machines are subjected to these checks: 

## Technical data IMPRESSA

	IMPRESSA Z7 One Touch	IMPRESSA J9 One Touch TFT	IMPRESSA F7
Latte macchiato at the touch of a button	■	■	
Cappuccino at the touch of a button	■	■	with rotary function
Amount of water can be adjusted and programmed for each preparation	■	■	■
Coffee strength can be adjusted and programmed for each preparation	5 levels	5 levels	4 levels
Programmable brewing temperature	3 levels	2 levels	2 levels
Multi-stage Aroma® grinder	■	■	■
Height adjustable coffee spout	2.6 – 4 in.	2.6 – 4.4 in.	2.6 – 4.4 in.
Width adjustable coffee spout	0.8 – 1.9 in.	0.8 – 1.9 in.	■
Cappuccino spout	between 4.4 and 6 in. height adjustable on a continuous scale	between 4.4 and 6.1 in. height adjustable on a continuous scale	between 2.6 and 4.4 in. height adjustable on a continuous scale
Cup illumination	■	■	■
Connector System® for various cappuccino frothers and water nozzles	■	■	■
Wireless ready	■	■	■
Display	TFT color display	TFT color display	Plain text display
Active bean monitoring	■	■	■
Maintenance status display (cleaning, descaling and filter status)	■	■	■
Stainless steel vacuum milk container	20 oz.	20 oz.	optional
Water tank / bean container capacity	96 oz. / 10 oz.	73.5 oz. / 8.8 oz.	64 oz. / 10.9 oz.
Voltage / power	120 V ~, 60 Hz / 1050 W	120 V ~, 60 Hz / 1450 W	120 V ~, 60 Hz / 1450 W
Weight / dimensions (W x H x D)	30.4 lb / 12.2 x 14.6 x 17.7 in.	24 lb / 11.2 x 13.5 x 17 in.	21.2 lb / 11.2 x 14 x 17.5 in.
Color	Aluminum	Brilliant Silver	Plano Black

All automatic coffee machines are subjected to these checks: 



Technical data ENA Micro

	ENA Micro 9 One Touch	ENA Micro 1
Latte macchiato / cappuccino at the touch of a button	■	
Amount of water can be adjusted and programmed for each preparation	■	programmable
Coffee strength can be adjusted and programmed for each preparation	2 levels	
Programmable brewing temperature	2 levels	
Height adjustable coffee spout		2.3 - 5.6 in.
Height adjustable dual spout (cappuccino / coffee)	2 - 5.4 in.	
3 color plain text display	■	
Monitored aroma preservation cover	■	■
Programmable switch-off time	■	
Stainless steel vacuum milk container	optional	optional
Water tank / bean container capacity	37 oz. / 4.4 oz.	37 oz. / 4.4 oz.
Voltage / power	120 V~, 60 Hz / 1450 W	120 V~, 60 Hz / 1450 W
Weight / dimensions (W x H x D)	20.7 lb / 9.1 x 12.7 x 17.5 in.	19.4 lb / 9 x 12.7 x 17.5 in.
Color	Micro Silver	Micro Black

All automatic coffee machines are subjected to these checks: 



*Capresso*

The finest collection of  
Automatic Coffee Centers, Coffee Makers  
and Espresso / Cappuccino Machines





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HOME SHOP IMPRESS COFFEE BREWER



Gamila Company

## Impress Coffee Brewer

\$39.95

Color: \*



Quantity

1

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## PRODUCT DESCRIPTION

A **one-cup-at-a-time coffee maker** that brews delicious full-bodied coffee and stays hot without getting bitter.

Impress Coffee is a patent-pending design that helps you brew your perfect cup of coffee in just 3 minutes. The one-cup-at-a-time handcrafted brewing process (without paper filters, **electric mechanisms**, risky balancing acts or fussy coils and plungers) results in a clean, yet full-bodied cup that has captured all the flavor of the beans and nothing else.

Impress Coffee Brewer is a product of Gamila Company and **sold exclusively through Designbox.**

More information at [ImpressCoffee.com](http://ImpressCoffee.com)

[Click here if you are wishing to ship this product to Australia](#)

## PRODUCT VIDEOS

## CUSTOMERS WHO VIEWED THIS PRODUCT ALSO VIEWED



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## Impress Coffee Brewer

The Teastick  
\$18.00

Brew2Go  
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Vino2Go  
\$14.99

Raleighwood  
\$10.00

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## Impressive. Most impressive: Impress Coffee Brewer review



Part of the job (and joy) of being a product jockey is spending as much time as possible looking for all the cool stuff that - hopefully - will end up on the store, delighting our customers.

With the advent of Kickstarter (and other crowd-funding sites), buyers can now actively help bring the products they'd like to see come to market by investing in the project. One of these, which we backed in October of last year (it finally reached 300% of its funding target) is the Impress Coffee Brewer from [Gamila Company](#) and ours arrived yesterday...as their blurb says the Impress is a "handcrafted coffee brewer. No paper filters, electric mechanisms, risky balancing acts or fussy coils and plungers... just a great cup of coffee" - and they're absolutely right.

The retail price will be around \$40 (£24.99?) and although that seems like quite a high price for 'a traveller' it's actually a really well made, quality bit of kit.

The Impress consists of 5 components (a double-walled outer cup, nesting inner cup with a silicone gasket & removable filter basket and a silicone lid). Once assembled it is essentially a 2-piece nested press that brews a full-flavoured, rounded cup of coffee in 3 minutes or less.

The image above shows the 4 step process. After placing fresh grounds in the outer cup and pouring in hot water, let it brew - Gamila suggests 3 minutes. Then, simply push the inner cup (a "reverse-flow filter inspired by the portafilter" apparently) all the way down, and lovely, rich, delicious coffee flows up into the vessel as the grounds get pushed down. And that's it...really simple! The grounds stay at the bottom and out of your coffee until you are ready to pull the inner cup filter back out to clean it (good news...it disassembles for dishwashers). The filter technology keeps the grounds from brewing any further, after the inner is pressed, so you only get the 3 minute brew for primo java, even if the coffee stays put for a while longer! The Impress is uniquely designed so that brewing stops completely once the inner and outer cups are fully nested.

The Impress is pretty much a triple-insulated vessel (2 wall outer and nesting inner) that keeps your Blue Mountain hot...like seriously HOT! I couldn't really sip it from the Impress itself for a good 10-15 mins. And it stayed very warm for a good couple of hours.

The Impress makes 14oz - about 400ml - of coffee, enough for 2 people to share. The only niggly criticism I have, is that the silicone lid had a very faint taste to it but perhaps this will vanish once it's been washed a few times. Otherwise... "You did it! Congratulations! World's best cup of coffee! Great job, everybody! It's great to be here."

**MATERIALS:** 304 Stainless Steel, food-grade Silicone

**MICRO-FILTER:** 304 Stainless Steel, removable for washing

Now guys, about the retail packaging...

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## The Impress Coffee Brewer, a delicious full-bodied cup in 3 minutes or less!

June 11, 2013 By Aaron Mangal With no comments yet Tagged with: coffee, coffee maker, coffee sippy cup, coffee thermos, french press, Impress Coffee Brewer, single serving coffee brewer, sippy cup coffee brewer

**Full-flavored handcrafted coffee, without filters, coils, plungers or the mess!**

Coffee lovers, meet the Impress Coffee Brewer – the one-cup-at-a-time handcrafted coffee brewer. No paper filters, electric mechanisms, risky balancing acts or fussy coils and plungers... just a great cup of coffee. Well designed and impeccably produced by Gamila Products, a very creative ID firm lead by Aly Khalifa right here in Raleigh, NC!

The Impress is a 2-piece, patent-pending, stainless steel, double-walled, single serving coffee brewer. It brews a superb cup of coffee in 3 minutes or less.

The handcrafted quality of the Impress is outstanding and the design is very sleek. This coffee brewer is completely mobile – brew some coffee in the morning, bring your Impress with you, go fishing and enjoy a hot cup of great tasting coffee many hours later.

### Facebook

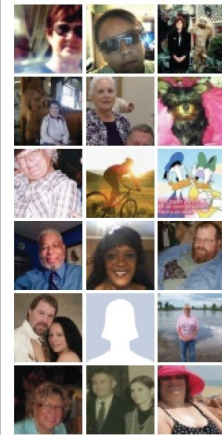
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### The Specs

**5 PIECES:** double-walled outer cup, nesting inner cup with removable filter basket, silicone lid

**SIZE:** 6" tall, 3.375" diameter (approximate)

**VOLUME:** recommended 13 oz (max = 14 oz)

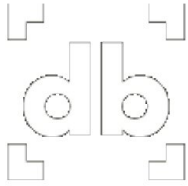
**MATERIALS:** 304 Stainless Steel, food-grade Silicone

**MICRO-FILTER:** 304 Stainless Steel, removable for washing

**CARE:** Top-rack dishwasher safe (hand-wash outer cup to protect print)

## MAKING COFFEE WITH THE




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Designbox, located in the Raleigh Warehouse District, is a creative environment and collaborative work space for a number of independent creative professionals as well as a shop, gallery and dedicated workshop or project area. Designbox members have influenced the creative atmosphere of Raleigh in numerous ways, including SPARKcon, Kirby Derby Day, Xtreme Suburban Endurance Events and helping the City of Raleigh redevelop City Plaza.

- ***DB Shop and Gallery*** – The Designbox shop showcases local inspiring design and craft, as well as innovative brands, ideas and products at both the national and international level. Gallery openings feature product launch parties and pop-up shops and fine art receptions. We also celebrate the creative products of the DB members.
- ***Designbox Offices*** – a host of independent creative firms work here and collaborate together on community endeavors.
- ***Project Space*** – The project space is designed to be of use for all DB Member Companies in their daily non-computer-based work. Designbox will also host open projects throughout the year where we invite makers and innovators to fabricate, craft and learn about new techniques, tools and materials.

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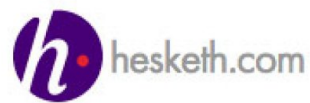
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